

Tools&Trends

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IOWA TOURISM DIRECTOR NAMED BEST IN NATION



Nancy Landess, manager of the Iowa Department of Economic Development's Tourism Office received the industry's highest honor on August 24

when she was named 2004 State Tourism Director of the Year. Landess accepted the award in Boston, Massachusetts where the Travel Industry Association of America was hosting their annual conference for state tourism offices. The award is given based on success in several areas, including program development, trade and consumer response, and personal and professional skills.

IDED Director Mike Blouin commended Landess' accomplishment, saying "This is a great honor for Nancy, and it recognizes all the years of leadership she has provided to the IDED and the Iowa Tourism Office."

Landess is a more than 25-year veteran of the Iowa Department of Economic Development, leading the Tourism Office since 1995 and is currently serving her second term as chair of the National Council of State Tourism Directors.

Under her leadership, the economic impact of travel in Iowa has grown from \$3.2 billion to \$4.3 billion. Landess was also instrumental in the creation of Iowa's Welcome Center system, the Tourism Office's cooperative advertising opportunities and the Vision Iowa program.

2004

Iowa Tourism Conference

October 18,19 & 20, 2004

Crown Plaza Five Seasons Hotel • Cedar Rapids

Tourism industry leaders from across Iowa will gather in Cedar Rapids, October 18-20, to learn about new marketing opportunities and hear the latest trends in travel and tourism.

Presented by the Travel Federation of Iowa and The Iowa Tourism Office, the Iowa Department of Economic Development, and hosted this year by the Eastern Iowa Tourism Association and the Cedar Rapids Convention and Visitors Bureau, the annual conference features nationally-recognized speakers, educational sessions, the AAA Four Diamond Awards luncheon and presentation of the Iowa Tourism Awards.

General sessions include "How Do You Motivate with Connection, Flair and Integrity?," "Kitchen Tested Internet Success," "Arts, Culture and Heritage - A New Corridor for Tourism," the "Top Ten Trends in Travel and Tourism," a dinner presentation, "The Power of Dreams," and the closing session, "Humor, Health and Hope."

Breakout sessions include:

- "Show Me the Money!"—successful grant writing

- "Communication is Everything and Everything We Do Communicates"
- "Expect the Unexpected: Crisis Communication"
- "Sell It and Mean It in the 'Bus Biz'"
- "Make Your Hometown the Next Hollywood"

Three receptions, Konference Karaoke and Destination Shirt Day provide opportunities for networking and fun.

For registration information email shawna.lode@iowalifechanging.com.



Brucemore, Cedar rapids

What's INSIDE?

| | | | |
|------------------------------|---|-------------------------------|---|
| Sandy's column | 2 | HUD Grant reaps rewards | 6 |
| House of straw? | 3 | etc. | 7 |
| County Endowment Funds | 4 | Calendar | 8 |
| RACI grants..... | 5 | | |



"The Housing Team manages nearly \$20 million annually in new federal investment for Iowa's housing stock from U.S. Department of Housing and Urban Development (HUD)."

Sandy Ehrig, Division Administrator

HOUSING TEAM

The Housing Team is our "feature" for this newsletter. The team manages nearly \$20 million annually in new federal investment for Iowa's housing stock from U.S. Department of Housing and Urban Development (HUD). The housing programs are administered through annual, competitive application and award cycles. IDED's assistance is described as affordable housing because it must benefit

those whose incomes are less than 80 percent of area median family income (low and moderate income by HUD definition).

The department funds a variety of housing activities through its housing programs including, rental (multi-family) activities, assistance to tenants, single-family housing assisting both homeowners and homebuyers, and the homeless services and shelters.



Terry Vestal leads the team with his oversight of IDED's housing resources. Terry is involved in housing policy development, training, and compliance. Terry is one of IDED's

most experienced managers with nearly 26 years with the State of Iowa. His interests away from work include gardening, cooking, and music.



Al Collet manages housing projects, monitoring more than 50 projects, along with providing technical assistance and policy development. He has been with the Housing Team

for nearly four years. Al finds enjoyment doing "as little as possible" outside of work.



Darlene Brickman, is a housing project manager, involved in housing activities from conception through completion and occupancy.

Darlene has been with IDED for six years and will be remembered for her creative "walking and throwing" presentation at the last workshop for recipients! Her interests away from the office include walking, baking and

needlework; and philanthropic activities advancing excellence in public administration and assistance for women and children. Darlene "lives her career" with her personal involvement in rehabbing her own older home and maintaining a rural home place.



Donna Grgurich has worked as Project Manager for CDBG and HOME programs for the past five years. She has spent 28 years in state government working as an administrative

assistant for the federal program managers and in the Office of Planning and Programming prior to its merger creating the IDED. Donna's time is engaged in raising her two children which includes watching their sports activities.



Rita Eble also serves as Project Manager along with specialist for the environmental issues related to the housing projects for the team. She has held this position for the past six

years. Rita enjoys attending auctions, reading, time with family, and she professes to be an avid wrestling fan.

Diane Foss works with the Homeless Grants Program funded with federal and



state funds amounting to about \$2.5 million in 2004. This program funds approximately 130 homeless service programs across Iowa. Diane serves as the IDED rep on the Iowa

Council for the Homeless. She has been with IDED for 10 years though she took a hiatus in the 90's to be a stay-at-home mom. Her family is the most important aspect of her life; though she enjoys reading, exercise, her cats; and describes herself as a "news junky"!



Anita Lemons is a contract coordinator and project a LHAP manager. She has worked with IDED for 14 years, the last five with Community Development. When

Anita is off this job she's at her part time work at Watkins Motor Lines, or enjoying her pool and always taking care of her puppies.

Christine Zimmerman supports the housing team with over 20 years in state government. Christine also provides back-up assistance for others in Community Development on the support team. When she's away from the office, her family, dog, and decorating top her interest list.

HOUSE OF STRAW?

When the MidAmerica Housing Partnership (MAHP) in Washington, Iowa undertook a new project, they had two goals in mind:

- To build an affordable, durable house built for energy efficiency and low maintenance.
- To incorporate renewable agricultural products from Iowa into the home's construction.

Both goals were met.

Completed in 2003, the 1,525 square-foot suburban home has three bedrooms, an attached garage, passive solar heating and was built with locally manufactured products. The cost to build was \$98,986; the sale price, \$130,000.

And, in between the stucco exterior and the plaster interior walls are STRAW BALES.

WHY STRAW?

Straw—the stalks remaining after the harvest of grain—has been incorporated in construction for most of human history.

In the United States, plastered straw bale construction began in the late 19th century and has evolved into an energy efficient, environmentally-sound building solution for the 21st century.

Because grains are grown in almost every region of the country, straw bales are readily available with minimal transportation costs. And, unlike some conventional homes, straw bale homes release no toxic materials.

Sustainable design (using straw bales, recycled materials and those with low volatile organic compounds (VOCs) and synthetic materials to replace diminishing natural resources) helps to lower maintenance costs, gives better indoor air quality and has less environmental impact.



The Iowa Straw Bale Home is a beautiful example of cooperation and craftsmanship, according to Julie Myers of MAHP.

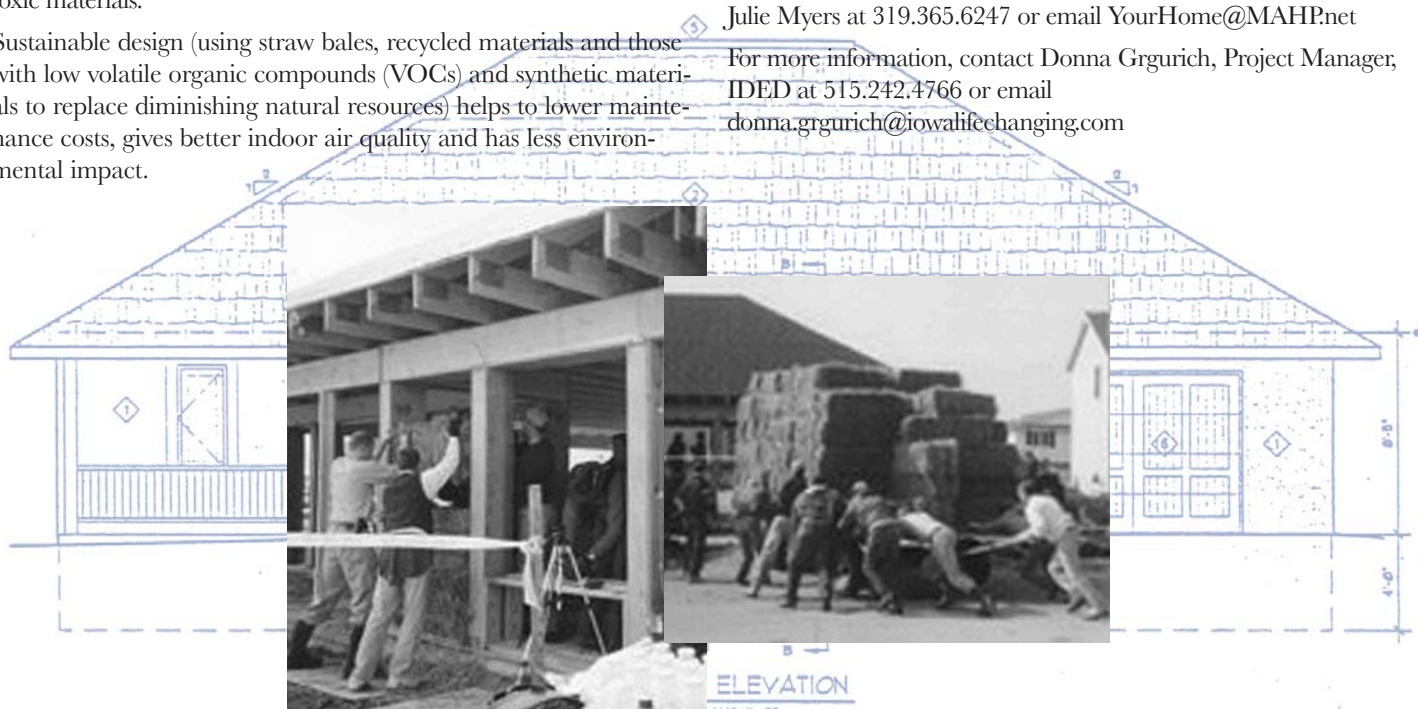
“It is healthy, affordable and energy efficient. It actually exceeded our expectations,” she said. “The project would not be the success it is without many people working together.”

Using volunteers in building the showcase home was essential in order to complete the project near budget. Volunteers not only did the physical work but also provided valuable feedback on improving the work flow and building methods.

The project also had many partners including the U.S. Department of Housing and Urban Development, the Iowa Department of Economic Development, the City of Washington, the Fannie Mae Foundation and the Federation Bank in Washington, Iowa.

To learn more about the MAHP Iowa Straw Bale House, contact Julie Myers at 319.365.6247 or email YourHome@MAHP.net

For more information, contact Donna Grgurich, Project Manager, IDEED at 515.242.4766 or email donna.grgurich@iowalifechanging.com



County Endowment Funds

BACKGROUND

The State of Iowa has undertaken several recent initiatives to promote the formation and growth of Community Foundations and charitable giving. One of these efforts is Endow Iowa, recent legislation that is providing grants to some Qualified Community Foundations, and state tax credits to persons donating to such Foundations.

Another component of the state's efforts to promote philanthropy is the County Endowment Fund legislation (HF2302 of the 2004 Session.) This bill provides that, beginning in the year 2005, one-half of one percent of the state's gambling revenues will be distributed to the 85-90 Iowa counties that do not have gambling entities. These funds will be deposited and distributed through Qualified Community Foundations or Community Affiliates that address countywide needs. It is anticipated that each county's foundation (those without gambling facilities) will receive \$50,000 to \$60,000 per year and the amount is expected to grow with gambling revenues over time.

The organizations receiving these funds must be "Qualified Community Foundations", or Affiliates of "Qualified Community Foundations." These terms have specific meanings under the legislation. They are public, non-profit foundations that have demonstrated that they meet the National Standards for such organizations. The funds must be used for grants to charitable organizations for educational, civic, public, charitable, patriotic, or religious uses. Seventy-five percent is to be allocated to charities for current projects. However, 25 percent must be allocated to a permanent endowment for similar purposes.

The funding for this program will be handled by the Iowa Department of Revenue, in collaboration with the Iowa Department of Economic Development.

TIMING

The legislation creating the County Endowment Fund is already in effect. However, funding for the County Endowment Fund will accumulate during this fiscal year (July 1, 2004 through June 30, 2005). It is anticipated by the Department of Revenue that the first distribution of funds to Qualified Community Foundations will occur in the Fall of 2005.

PURPOSE

The County Endowment Fund is not just a mechanism to distribute gambling proceeds to counties that do not currently receive many of those dollars. It is intended to encourage the formation of Qualified Community Foundations or Affiliates, which hopefully serve a broader and longer-term purpose than just being a conduit for gambling proceeds.

In order to qualify for receipt of funds, an entity must either be an Affiliate of a Qualified

Community Foundation or a Qualified Community Foundation. In either case, the legislation specifies that the entity should "address countywide needs." According to the National Standards that must be met (and maintained), the Governing Group of the organization must be "broadly representative of the community it serves." For purposes of the County Endowment Fund, this would mean that the Governing Group should be broadly representative of a

County (or Counties), both in terms of geography, and in terms of the personal background of its members.

WHAT IS A COMMUNITY FOUNDATION?

A Community Foundation is a tax-exempt, independent, publicly-supported philanthropic organization that operates for the long-term benefit of a defined geographic area. Some of the defining characteristics are:

- It has an independent governing body representing the broad interest of the area served, with members serving limited terms and without compensation;
- It continually interacts with the community(ies) it serves, determining the area's needs and priorities;
- It typically seeks gifts and donations from a wide range of donors, in addition to any public programs that may be available, and provides services to assist those donors in fulfilling their philanthropic interests;
- It invests the funds it receives, and uses some of the proceeds to make grants to charitable agencies and activities that address "community" needs (single-purpose "fund drives" are too narrow in scope to be considered Community Foundations);
- It performs financial reviews or audits on itself and reports regularly to the IRS and other regulatory agencies regarding its activities and performance.

Continued on page 5



2004 RACI GRANTS AWARDED

More than \$800,000 was requested by 67 applicants in the 2004 RACI grant cycle, according to Jean Johnson, Iowa Department of Economic Development coordinator of the RACI grant program. From that field, 22 communities/counties were awarded grants totaling \$183,750. Projects funded included libraries, medical clinics, downtown revitalization, building renovations, child care centers and community centers.



2004 RACI Grants

Rehabilitation/Renovation

| | |
|------------------------|----------|
| Hampton | \$10,000 |
| Hawarden | \$10,000 |
| Cresco..... | \$10,000 |
| Grinnell..... | \$10,000 |
| Panora | \$10,000 |
| Strawberry Point | \$10,000 |
| Humboldt..... | \$10,000 |
| Jones County | \$10,000 |
| Waukeee..... | \$ 1,000 |

Medical Clinics

| | |
|----------------------|----------|
| Amana Colonies | \$ 4,000 |
| Zearing | \$ 5,000 |

Libraries

| | |
|---------------|----------|
| Massena | \$13,000 |
| Toledo..... | \$ 3,750 |

Community Centers

| | |
|---------------|----------|
| Fremont | \$ 9,000 |
| Milo..... | \$ 9,000 |

Child Care Centers

| | |
|----------------------------|----------|
| Page County | \$ 9,000 |
| Harlan | \$ 9,000 |
| Osceola..... | \$ 9,000 |
| Eldora..... | \$ 9,000 |
| Area 15-Davis County | \$ 9,000 |
| Fayette County..... | \$ 9,000 |

Community Facility

| | |
|------------------|----------|
| Fort Dodge | \$ 5,000 |
|------------------|----------|

County Endowment Funds

Continued from page 4

An organization can become eligible for receipt of the County Endowment Funds by either:

- Becoming an affiliate of an existing Qualified Community Foundation; or
- Creating a new county-wide or multi-county Qualified Community Foundation.

WHAT IS AN AFFILIATE?

An Affiliate organization contracts with an established "Central Foundation" to provide certain services: temporary investment of funds, accounting and auditing, marketing, legal services, and more. The Affiliate has its own Governing Body. By contracting out

many of the "staffing" functions, the Affiliate organization typically reduces their own staffing needs and costs, and can concentrate on the two main functions of a foundation: developing relations with donors and potential donors, and distribution of grants throughout the affiliate's geographic area.

Many county affiliates already exist in Iowa. Generally speaking, affiliates enjoy all of the benefits of a Qualified Community Foundation without having the burden of all of the administrative personnel, paperwork, and cost normally associated with operating a Foundation.

In essence, the affiliate (or affiliates) contract with an experienced Foundation to provide

the staffing, paperwork and typically pay approximately one - to two percent per year for those services. The Affiliate has a Governing Body that works with local donors and agencies and directs the distribution of funds back to the county or counties they represent.

Although the central Qualified Community Foundation invests the funds, the Affiliate's Governing Body is instrumental in deciding which agencies and causes will receive grants from the Affiliate's fund.

A complete list of the benefits of affiliation can be found on the IDED Endow Iowa website (www.iowalifechanging.com/endowiowa).

HUD Grant reaps rewards

Two Main Street communities got a “lift” (literally).

Projects in both Greenfield and Adel needed funding for the installation of elevators to allow use of third floor spaces in the properties. HUD dollars, specifically allocated for downtown rehabilitation in Iowa Main Street cities, met those needs.

Senator Tom Harkin, who was instrumental in securing the \$500,000 HUD grant in 2002, visited those communities on August 10, 2004, his second tour of projects realized through his efforts. He had previ-

ously toured projects in Cedar Falls, Central City and Sigourney.

“I was pleased to visit the Main Street Projects in Adel and Greenfield this August,” Harkin said. “Restoring the heart of Iowa communities, the Main Streets, attracts new industry, improves the quality of life, and continues to remind us why Iowa is a great place to call home. I am impressed by the caliber of the Main Street rehabilitation projects in Adel and Greenfield, providing economic revitalization for new businesses and buildings.”



Aubrey Dunbar describes the “stained-glass” floor to the Senator.

“Grandeur on the Square” — Adel

When a long-time businesswoman retired and closed her flooring and decorating shop, Aubrey Dunbar, Adel's leading entrepreneur, saw an opportunity. The only three-story buildings on the town square were vacant...and he had a vision—a first floor upscale restaurant with two upper floors of boutiques. The building would be “Grandeur on the Square” and would complement his two existing destination retail businesses.

But an elevator was essential to the project and “the numbers didn’t work.” A \$45,000 grant from the HUD funds helped close the gap. Senator Harkin toured the project just prior to the opening.

Greenfield's Opera House

The E. E. Warren Opera House in Greenfield, a National Register property, has been under restoration for several years. Local fundraising efforts and hundreds of volunteer hours have resulted in significant progress in the renovation of the massive structure on Greenfield's unique town square.

The \$30,000 HUD grant provided the additional funding needed for installation of an elevator which will access the upper floors, where a performance hall, artist's studio and an apartment are planned, and the lower level community room.



Senator Harkin views the exterior of the Opera House..

"Smart Codes" sessions spur record attendance

A special focus on alternative building codes was a key factor in attendance at the 18th Annual Iowa Downtown Summit, held in Muscatine on August 24 and 25. Two hundred sixty-eight registrants—a record number—had the opportunity to hear nationally-recognized professionals and local practitioners speak on a variety of topics related to downtown revitalization.

This year's conference was of particular interest to city officials and building inspectors who heard New Jersey, Maryland and Georgia presentations on building codes that

reflect the value of historic preservation.

Sponsored by the Iowa Department of Economic Development and the Federal Home Loan Bank, and coordinated by the Iowa Downtown Resource Center, the Summit annually attracts participants from across Iowa and from contiguous states.

The 2005 Iowa Downtown Summit will be held in Clinton on August 23 and 24.

For more information on the 2004 Summit, contact the Iowa Downtown Resource Center at 515.242.4733 or email thom.guzman@iowalifechanging.com



Kirsten Anderson of the Iowa Architectural Foundation presents the Community Design Excellence Award to Carolyn Honeycutt accepting for the award recipient.

Get your Tools the trendy way – go on-line!

The Tools and Trends newsletter is now available on the IDED website.

In an effort to reduce the costs of printing the newsletter, we will also give you the option of only receiving Tools and Trends electronically. A sign-up form is available on the Community Development website. Provide your e-mail address and we will send you a link each quarter when the new issue is completed. You will automatically be removed from the "paper mailing list," unless you request otherwise.

If you prefer a paper version, you can still access the newsletter on-line.

Visit www.iowalifechanging.com today!

New logo debuts

The Iowa Department of Economic Development is using a new marketing tagline—IOWA life | changing—that was developed and researched by Integer Midwest, the IDED's advertising agency.

The tagline will be used on all of Iowa's printed and promotional materials for all initiatives, including those presented on the Iowa Department of Economic Development's web site.



GET A GLIMPSE ...

... of Main Street Iowa communities in a new marketing brochure, "Picture yourself on Main Street—An Iowa Album". Copies are available at Iowa Welcome Centers, in Main Street communities or at the Main Street Iowa office, 515.242.4759.

Indianola exhibit honored at state fair

More than a million people attended the 150th Iowa State Fair; and many of them visited the Iowa Tourism Building where colorful displays promoted Iowa's top attractions.

"Freebies" were abundant for visitors who registered for prize drawings and collected shopping bags, buttons, maps, pencils and temporary tattoos as they toured the building.

Congratulations to the Indianola Chamber of Commerce whose exhibit was honored as the best in the Tourism Building. The exhibit was chosen for its creativity and the friendliness of the volunteers who staff it. In recognition of the honor, Indianola will receive a free exhibit space at the fair in 2005.



Volunteers from Indianola accept the blue ribbon for best exhibit in the Iowa Tourism Building from Iowa Department of Economic Development Director Mike Blouin.

2004 Planning Calendar

OCTOBER

18 -20 Tourism Conference, Cedar Rapids
26 - 27 Main Street Iowa Workshop, Waterloo

NOVEMBER

24 HOME (Tax Credit) Applications Due

DECEMBER

4 Water and Sewer Fund Applications Due
10 Housing Fund (CDBG and HOME) Applications Due
16 Homeless Applications Due
19 Community Facilities and Services Fund Applications Due

Mark your calendar now for 2005

April 15 — Main Street Awards

May 5 — SMART Conference

May 8-11 — National Main Street Conference, Baltimore, MD

August 23-24 — Iowa Downtown Summit, Clinton

October TBD — Tourism Conference, Council Bluffs

For changes to the Tools & Trends mailing list, contact Jason Boten at 515.242.4797 or jason.boten@iowalifechanging.com.



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